



Episode 6: Oblique strategies for creativity

This is the worksheet for Episode 6 of the Smart Startup English Podcast.

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Warm-up questions

How important is creativity in your day-to-day work?

Can you think of an instance when you had to solve a problem in a creative way?

Vocabulary 1

Match the words on the left (a-g) with the correct definition on the right (1-7).

- | | |
|------------------------|--|
| a. embarrassing | 1. at a different angle |
| b. to generate | 2. not knowing what to write about |
| c. to get unstuck | 3. to be easy to notice |
| d. to demonstrate | 4. something that makes you feel ashamed |
| e. to stand out | 5. to create, to come up with |
| f. oblique | 6. to find the solution to a problem |
| g. have writer's block | 7. to show how something works |

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Vocabulary 2

Complete the sentences with the correct form of the words from the list.

stand out
oblique strategies
demonstrate

generate
embarrassing
get stuck on

writer's block
come up with

1. If our new product line doesn't _____ from the competition, our potential customers will never notice it.
2. Let's not _____ this point. If we want to keep this meeting short, we should move to the next item on the agenda.
3. A new advertising campaign will _____ a lot of publicity for the launch of our new product.
4. Our sales team will _____ how this product works in a real-life context. We'll show you how you can use it in your own home.
5. I was listening to an interview with J.K. Rowling, and she mentioned that even experiences days when she doesn't feel inspired to write. So that's proof that even the most talented writers get _____
6. Our marketing team _____ a new slogan, but our manager doesn't think it's very catchy.
7. Before you apply for a job, you should delete any _____ photos from your social media profiles. You don't want recruiters to see pictures that would make you feel ashamed.
8. Using _____ is a great way to generate a lot of creative ideas in very little time. The trick is to think outside the box and not to say no to ideas that might sound silly.

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Vocabulary 3

Choose the correct answer to fill in the blank space in the following sentences.

1. Out of the ten new recruits, Chloé impressed me the most. She really stands _____ from the competition .

- A. in
- B. out
- C. away

2. I'm going to flip a coin and make my choices _____ random.

- A. in
- B. on
- C. at

3. We're understaffed, so we have to make the most _____ the situation to meet our quarterly goals.

- A. at
- B. of
- C. from

4. We lost our main investor, so we have to come _____ with an extra \$100,000 from a different source.

- A. at
- B. up
- C. from

5. I've been stuck _____ the same problem for over a week. I can't seem to find any solutions.

- A. on
- B. at
- C. from

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6. We found a new source of income, so we're working _____ a new budget.
- A. around
 - B. in
 - C. on

Speaking prompt

What strategies do you use when you're stuck on a problem and you want to get unstuck?

Special offer for our newsletter subscribers! You can record yourself answering these questions (maximum 5 minutes), send us the recording via email, and receive feedback from our team of Business English trainers. Email us at info@smartstartupenglish.com to learn more about how feedback packages work.

Writing prompt

You're working on developing a new product (or service) for your existing customers. But your team is having a hard time coming up with new ideas for the product and its features. Write an email to your team explaining a few strategies they could use to get unstuck.

Do you want to get feedback on your email (maximum 300 words) directly from a Business English trainer? Email us at info@smartstartupenglish.com to learn more about what feedback packages we offer.

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Answer key

Vocabulary 1

a - 4

b - 5

c - 6

d - 7

e - 3

f - 1

g - 2

Vocabulary 2

1 - stand out

2 - get stuck on

3 - generate

4 - demonstrate

5 - writer's block

6 - came up with

7 - embarrassing

8 - oblique strategies

Vocabulary 3

1 - B

2 - C

3 - B

4 - B

5 - A

6 - C